

Example Project Plan

On the more tactical side of things, we have outlined a high-level project plan that shows how a home health agency can establish a wound care program. The plan below highlights some of the major steps to consider when building, or enhancing, a wound care program.

Phase	Initiate	Develop	Implement	Optimize
Timeline	4 weeks	8 weeks	12 weeks	Ongoing
Objectives	Build project team, design program goals and assess the current state.	Develop the policies, tools, technology and expertise to implement the program.	Conduct staff training and go-live with new policies, tools and technology.	Continue to monitor and evaluate success to improve your program over time.
Key Activities	<ul style="list-style-type: none"> Identify program lead/champion Establish interdisciplinary working group (with representation from finance, clinical, operations) Leverage IHI Model for Improvement to design program goals Assess current wound population (number of patients, type of wounds, avg. episode length, etc.) Assess gaps in current wound care policies, protocols and pathways Assess current technology/tools and future needs 	<ul style="list-style-type: none"> Develop/enhance wound care policies, protocols and pathways for your organization Research, evaluate and procure any required technology Identify internal and/or external wound experts Identify priority partnership and develop sales/marketing strategy 	<ul style="list-style-type: none"> Deploy and make accessible new wound care policies, protocols and pathways Configure and implement wound management technology Conduct education and training for frontline staff, including new policies and technology Launch sales/marketing effort to scale referral base Create program evaluation plan and collect baseline data 	<ul style="list-style-type: none"> Continually monitor and assess adherence to care standards, business goals and best practices Deliver ongoing education, when/where required Collect ongoing data to measure success and clinical/financial ROI Enhance sales/marketing strategy and materials based on program outcomes/benefits Share ongoing feedback with technology provider to inform product roadmap
Milestones	<ul style="list-style-type: none"> Appoint wound Program Lead Establish working group Complete current state assessment 	<ul style="list-style-type: none"> Finalize wound management policies and procedures Complete technology evaluation and select preferred provider Hire or develop required wound care expertise Create partnership target list, value prop and sales/marketing materials 	<ul style="list-style-type: none"> Go-live with wound management technology Complete initial training for staff Evaluation plan and baseline data documented Execute sales and marketing strategy to increase referral volume 	<ul style="list-style-type: none"> Publish case studies and evidence of impact to enhance reputation and referrals Establish regular cadence for working group to review/refine policies and procedures Meet regularly with technology provider to optimize relationship and technology roadmap
Resources	<ul style="list-style-type: none"> Program Lead Wound Care Working Group 	<ul style="list-style-type: none"> Program Lead Wound Care Working Group Business Development Lead 	<ul style="list-style-type: none"> Program Lead Technology Provider Business Development Lead 	<ul style="list-style-type: none"> Program Lead Technology Provider Wound Care Working Group Business Development Lead